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Title:

Speech at presentation of Good Design Certificate to J. Trembath & Co.

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MR SCAMMELL, MR HARRIS, MR TREMBATH, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY. I'M ALWAYS DELIGHTED TO HELP IN THE PROMOTION OF ANY OCCASION WHICH STIMULATES IMPROVED STANDARDS OF AESTHETIC OR TECHNICAL DESIGN IN SOUTH AUSTRALIA.

AND THERE ARE THREE SPECIAL REASONS FOR PLEASURE TODAY.

THIS IS THE FIRST PIECE OF SOUTH AUSTRALIAN FURNITURE TO RECEIVE A GOOD DESIGN LABEL. THAT IN ITSELF WOULD BE CAUSE FOR LOUD CHEERS.

IF IT'S TRUE - AND I THINK IT'S UNARGUABLE - THAT DESIGN

CONSIDERATIONS HAVE BEEN SHAMEFULLY NEGLECTED HERE IN THE PAST, THEY

HAVE BEEN PARTICULARLY NEGLECTED IN THE GENERAL AREA OF FURNITURE

DESIGN. I KNOW THAT MANUFACTURERS MAINTAIN THAT THEY HAVE TO

PRODUCE FOR A MARKET AND THAT THE MARKET IS NOT PREPARED TO PAY FOR

DESIGN QUALITY. BUT THAT FRANKLY SEEMS TO ME TO BE ONE OF THOSE

CIRCULAR CHICKEN AND EGG ARGUMENTS.

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IT'S MY CONVICTION THAT MANUFACTURERS WHO DO MAKE A COMMITMENT TO DESIGN WILL FIND IT PAYS OFF HANDSOMELY AND I'M VERY PLEASED TO SEE THAT MR TREMBATH SHARES MY BELIEF. I'M SURE HE'LL SEE IT REFLECTED IN HIS COMPANY'S PROFITS.

SECONDLY, IT'S VERY GOOD TO SEE THAT THIS LATEST ACQUISITION TO THE STATE'S COLLECTION OF GOOD DESIGN AWARDS IS GOING TO ONE OF OUR SMALLER MANUFACTURING CONCERNS - FURTHER EVIDENCE THAT RELATIVE LIMITATION OF CAPITAL AND OTHER RESOURCES IS NO BARRIER TO SUCCESS. THIS IS AN AREA IN WHICH IT'S TALENT THAT COUNTS, NOT CASH.

MY OTHER REASON FOR PLEASURE TODAY IS THAT THIS IS THE SECOND TIME IN SIX MONTHS THAT THERE HAS BEEN A SMALL CEREMONY HANDING OVER ONE OF THESE AWARDS TO A SOUTH AUSTRALIAN - THE OTHER WAS LAST AUGUST FOR THE "SEA MATE" YACHT. IT SEEMS AS IF THE DESIGN MESSAGE IS REALLY GETTING THROUGH - A MATTER OF VERY GREAT SATISFACTION TO THOSE OF US WHO'VE BEEN PREACHING IT FOR YEARS.

THERE'S ONE GENERAL POINT I'D LIKE TO MAKE HERE ABOUT GOVERNMENT RESPONSIBILITY. EXHORTATION HAS A VERY IMPORTANT PART TO PLAY IN RAISING DESIGN STANDARDS AND INCREASING PUBLIC AWARENESS OF THEIR SIGNIFICANCE. SO, TOO, HAS PRACTICAL SUPPORT SUCH AS WE HAVE GIVEN IN MAKING BIGGER GRANTS TO THE DESIGN COUNCIL.

BUT THERE'S ANOTHER AREA IN WHICH I BELIEVE THE GOVERNMENT HAS TO PUT ITS MONEY WHERE ITS MOUTH IS. GOVERNMENTS ARE IN A POSITION TO PERSUADE MANUFACTURERS TO PRODUCE GOODS OF THE HIGHEST POSSIBLE QUALITY AND THEY ARE IN A POSITION TO INSIST ON HIGH STANDARDS FOR THE GOODS THEY THEMSELVES BUY AS THE BIGGEST SINGLE NATIONAL CUSTOMER. CERTAINLY WE IN SOUTH AUSTRALIA ARE DOING SO - AND WILL BE DOING SO INCREASINGLY. THE USE OF GOODS OF HIGH QUALITY AND FINE DESIGN IN GOVERNMENT DEPARTMENTS AND UTILITIES IS IMPORTANT IN ITSELF FROM THE POINT OF VIEW OF GREATER EFFICIENCY AND FROM THE POINT OF VIEW OF EDUCATING THE PUBLIC AND MANUFACTURERS IN THE MERITS OF GOOD DESIGN.

AND HERE WE NOT ONLY HAVE A STAUNCH ALLY IN MR TREMBATH, WE'VE JUST SAVED A BIT OF PUBLIC MONEY AS A RESULT OF HIS ENTHUSIASM.

THIS DESK ISN'T HIS ONLY PRODUCT IN WHICH METICULOUS ATTENTION HAS BEEN GIVEN TO DESIGN. HE IS CURRENTLY MAKING SOME 300 CARRELS FOR STATE SCHOOLS - YOU CAN SEE ONE OF THEM ON DISPLAY HERE. HE MADE THEM TO GOVERNMENT SPECIFICATION BUT ALONG THE WAY HE SUGGESTED A SMALL CHANGE WHICH NOT ONLY IMPROVED THE DESIGN BUT WHICH SAVED \$2.60 A UNIT. BEING A SCRUPULOUS BUSINESSMAN AS WELL AS A TALENTED ONE HE PASSED ON THE SAVING TO US. OTHER TENDERERS PLEASE COPY! SO, AS STATE TREASURER, YOU SEE WHY I HAVE VERY MUCH PLEASURE IN CONGRATULATING MR TREMBATH ON THE DESIGN OF THIS DESK AND HIS OTHER EXCELLENT PRODUCTS AND IN PRESENTING HIM WITH THIS WELL-DESERVE GOOD DESIGN LABEL.

THANK YOU.

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